

**THE PLAIN DEALER**  
**Calculation of Cost Per Thousand (1)**  
**1990 - 1993**

Year	Open Rate Per Column Inch (2)		Average Paid Circulation (3)		Average Open Rate Per Column Inch Per Thousand Newspapers	
	Daily	Sunday	Daily	Sunday	Daily	Sunday
	-----(\$)-----		----- (000) -----		-----(\$)-----	
	(a)	(b)	(c)	(d)	(e)	(f)
1990	\$ 145.00	\$ 167.00	438.1	561.9	\$ 0.3310	\$ 0.2972
1991	156.00	181.00	432.4	561.1	0.3607	0.3226
1992	168.00	195.00	413.9	545.6	0.4059	0.3574
1993	180.00	209.00	409.5	547.3	0.4395	0.3819

- 1) Cost Per Thousand measured as the Average Open Rate Per Column Inch Per Thousand Newspapers.
- 2) Black/white open rate, effective January 1.
- 3) Average for 12 months ended March 31.

Sources: Cols. (a) & (b): Standard Rate & Data Service, *Newspaper Rates and Data*, March 12, 1990, p. 475.

Standard Rate & Data Service, *Newspaper Rates and Data*, August 12, 1991, p. 459.

Standard Rate & Data Service, *Newspaper Rates and Data*, March 1992, p. 386.

Standard Rate & Data Service, *Newspaper Rates and Data*, March 1993, p. 436.

Cols. (c) & (d): Standard Rate & Data Service, *Circulation* 92, p. 714.

Standard Rate & Data Service, *Circulation* 93, p. 721.

Audit Bureau of Circulations, *Audit Report: The Plain Dealer*, September 1992.

Audit Bureau of Circulations, *Audit Report: The Plain Dealer*, November 1993.

**SELECTED TELEVISION STATIONS**  
**Calculation of Cost Per Thousand (1**  
**1990 - 1993**

	<u>Total Spot Revenue</u> -----(\$)-----	<u>Total DMA Households Reached</u> ---(000)---	<u>Average Revenue Per Thousand Households</u> -----(\$)----- (a)/(b) (c)
	(a)	(b)	(c)
1990			
WOIO	\$ 15,400,000	1,082	\$14,232.90
WUAB	32,600,000	1,138	28,646.75
WKYC	32,800,000	1,299	25,250.19
WEWS	42,800,000	1,334	32,083.96
WJW	<u>40,200,000</u>	<u>1,358</u>	29,602.36
Total	\$ 163,800,000	6,211	26,372.56
1991			
WOIO	\$ 15,300,000	1,104	\$13,858.70
WUAB	32,500,000	1,121	28,991.97
WKYC	28,400,000	1,319	21,531.46
WEWS	37,200,000	1,337	27,823.49
WJW	<u>34,300,000</u>	<u>1,359</u>	25,239.15
Total	\$ 147,700,000	6,240	23,669.87
1992			
WOIO	\$ 18,544,000	1,101	\$16,842.87
WUAB	32,896,000	1,131	29,085.76
WKYC	32,838,000	1,258	26,103.34
WEWS	39,540,000	1,302	30,368.66
WJW	<u>39,126,000</u>	<u>1,321</u>	29,618.47
Total	\$ 162,944,000	6,113	26,655.32
1993			
WOIO	\$ 25,133,000	1,071	\$23,466.85
WUAB	31,503,000	1,092	28,848.90
WKYC	35,829,000	1,308	27,392.20
WEWS	39,592,000	1,309	30,245.99
WJW	<u>37,999,000</u>	<u>1,294</u>	29,365.53
Total	\$ 170,056,000	6,074	27,997.37

1) Cost Per Thousand measured as the Average Revenue Per Thousand Households.

Source: Table provided by Malrite titled "Television Cost Per Thousand Households, Select Cleveland Stations, 1990-1994."

1  
x

# Cleveland DMA VHF Circulation Compared to WOIO/WUAB Circulation

Total Cleveland DMA circulation is the  
percent of Cleveland DMA homes  
reached weekly by a television station.



VHF Stations		
<u>WKYC</u>	<u>WJW</u>	<u>WEWS</u>
88	90	90

WOIO/WUAB	
<u>WOIO</u>	<u>WUAB</u>
74	77



VHF Stations		
<u>WKYC</u>	<u>WJW</u>	<u>WEWS</u>
78	76	81

WOIO/WUAB	
<u>WOIO</u>	<u>WUAB</u>
56	54



# The VHF Network Advantage

Comparison of VHF networks to UHF networks

Black=VHF  
Red=UHF

<u>Market</u>	<u>Market Rank</u>	<u>Share</u>		
		<u>ABC</u>	<u>NBC</u>	<u>CBS</u>
San Diego	24	14	10	21
Hartford	25	16	10	23
Charlotte	29	21	8	27
Raleigh	32	24	6	28
W. Palm Beach	45	8	17	21
Louisville	49	24	17	22
Birmingham	51	24	18	11
Dayton	53	18	7	34
Jacksonville	54	9	16	33
Flint-Saginaw	60	19	23	14
Toledo	63	11	18	29
Springfield, MO	80	8	21	30
Jackson	90	12	21	29
Burlington	92	4	13	33
Tri-Cities, TN-VA	93	6	30	23
Savannah	102	9	13	30
Lansing	104	7	13	27
Montgomery	111	8	25	20
Augusta	112	21	8	26
Eugene	117	12	7	31
Columbus, GA	122	28	7	22
Terre Haute	143	4	19	36
Lubbock	149	12	18	27
Columbia-Jefferson City	151	9	16	36
Abilene	158	15	15	27
Hattiesburg	168	6	35	15
Rapid City	173	29	15	9



# The VHF Independent Advantage

## Comparison of VHF independents to UHF independents

Black=VHF  
Red=UHF

New York (1)      Share  
WNYW - 5 (Fox)      10  
WPIX - 11      10  
WWOR - 9      9  
WNJU - 47      1

Los Angeles (2)  
KTTV - 11 (Fox)      10  
KTLA - 5      9  
KCOP - 13      8  
KCAL - 9      6  
KMEX - 34      4  
KVEA - 52      1

Chicago (3)  
WGN - 9      12  
WPWR - 50      8  
WFLD - 32 (Fox)      6  
WGBO - 66      3  
WCIU - 26      1  
WCFC - 38      1

San Francisco (5)  
KTVU - 2 (Fox)      12  
KBHK - 44      6  
KOFY - 20      5  
KICU - 36      2  
KTSF - 26      1

Washington, D.C. (7)  
WTTG - 5 (Fox)      14  
WDCA - 20      6  
WFTY - 50      1

Dallas (8)      Share  
KTVT - 11      8  
KDAF - 33 (Fox)      7  
KTXA - 21      5  
KXTX - 39      3  
KDFI - 27      3

Seattle (13)  
KCPQ - 13 (Fox)      9  
KSTW - 11      7  
KVOS - 12      1  
KTZZ - 22      1  
KTBW - 20      1

Minneapolis (14)  
KMSP - 9      12  
KITN - 29 (Fox)      6  
KLGT - 23      2

Miami (16)  
WSVN - 7 (Fox)      12  
WDZL - 39      7  
WBFS - 33      6  
WLTW - 23      6  
WSCV - 51      4

St. Louis (18)  
KPLR - 11      11  
KDNL - 30 (Fox)      9  
KNLC - 24      1

Phoenix (20)  
KPHO - 5      7  
KNXV - 15 (Fox)      8  
KUTP - 45      5

San Diego (24)      Share  
XETV - 6 (Fox)      9  
KUSI - 51      6  
KTTY - 69      3

Indianapolis (26)  
WTTV 4      10  
WXIN - 59 (Fox)      9  
WMCC - 23      3  
WHMB - 40      1

Portland (27)  
KPTV - 12      12  
KPDX - 49 (Fox)      7

Salt Lake City (38)  
KSTU - 13 (Fox)      12  
KJZZ - 14      4

Albuquerque (50)  
KASA - 2 (Fox)      7  
KLUZ - 41      1

Honolulu (70)  
KHNL - 13 (Fox)      9  
KFVE - 5      4  
KIKU - 20      1

Las Vegas (75)  
KVUU - 5 (Fox)      14  
KRLR - 21      4  
KFBT - 33      2

Tucson (81)  
KMSB - 11 (Fox)      7  
KTTU - 18      3



2

# Crain's Cleveland Business.

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## WOIO plots big push to revamp viewer habits

By KIMBERLY P. HARRISON

Now that the last card in the great network television shuffle of 1994 has been dealt, WOIO-TV, Channel 19, will try its hand at a new game: reprogramming viewers.

Channel 19, Cleveland's new CBS affiliate, must let fans of pro-

grams such as "Dr. Quinn, Medicine Woman" and "Northern Exposure" know they'll need to flip to WOIO from Channel 8 if they want to catch the shows. As a result, WOIO soon will launch an aggressive media campaign touting its newly forged alliance with The Eye Network.

Dennis P. Thatcher, WOIO's vice president and general man-



ager, said the station will use a combination of conventional media such as print and outdoor advertising, plus non-traditional media that he wouldn't identify. Just how soon the campaign will

begin hadn't been determined by last Thursday, when CBS announced the affiliation.

"We were so driven to the deal that those things will be worked out at a later date," Mr. Thatcher said.

Local media buyers, who buy time on stations for advertisers, said educating viewers about the change will be a crucial task for

WOIO, which is losing its affiliation with Fox Inc. to WJW-TV, Channel 8. New World Communications Group, Channel 8's owner, in late May announced an affiliation deal with Fox that left CBS, ABC and NBC without a home in several markets.

Sally Boggins, vice president of

See WOIO Page 18

Over →

## WOIO

continued from PAGE 1

media services at MHW Advertising & Public Relations Inc. in Mayfield Heights, said programming will be key to Channel 19's efforts to lure viewers.

"People are neither network-loyal nor station-loyal; they're program-loyal," Ms. Boggins said. "I wouldn't buy time on (Channel) 19 or on ABC. I'd buy time on 'Northern Exposure.'"

However, that program loyalty doesn't necessarily mean an advertiser that bought time on WJW during "60 Minutes" automatically will begin spending those dollars at WOIO, said Cheri Gardner, vice president and media director of Wyse Advertising Inc.

"People do watch programs, but 19 is not technically where

Channel 8 was in terms of delivery of signal," said Ms. Gardner, who noted that UHF signals are weaker than VHF signals.

"Channel 19 must document what it can do (technically)," she said.

WOIO's position on the dial could be a stumbling block. Charles D. Knepper Jr., senior vice president and director of media services at Liggett-Stashower Inc., said old ideas that once plagued UHF stations may not be totally purged from some advertisers' minds.

"There was a time when advertisers wouldn't buy time on UHF stations," he said. "It goes back to the days when you used to have to get up and walk over to the television and turn two dials to tune in the UHF station."

Another concern among advertisers is WOIO's time line for launching a local newscast. Be-

yond saying the station will "build a news organization in the near term," WOIO's Mr. Thatcher wouldn't commit to a deadline for the start.

Noting the importance of a local newscast to a network affiliate, Lynn Brooks, vice president and director of media services at Stern Advertising Inc. in Pepper Pike, said the news broadcasts are likely to come quickly.

"I think they'll have it in place before a year goes by, if not sooner," she said.

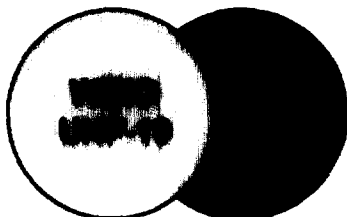
Karen Karlotakis, group media director at Meldrum & Fewsmith Communications Inc. in Cleveland, agreed that entering the local news business is a move WOIO should make, carefully.

"One of the things that's going to throw advertisers off is news programming," she said. "A lot of advertisers do look to news an awful lot for advertising."

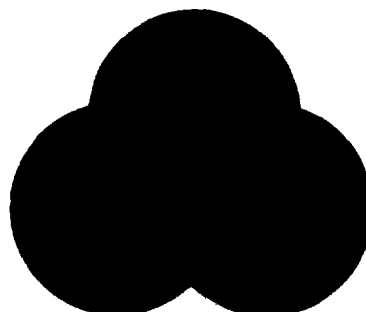


# Competitive Forces: Pre and Post CBS-Fox Affiliation Switch

## Pre CBS-Fox Affiliation Switch



*All other  
competing  
advertising:  
Cable  
Other TV  
Newspaper  
Radio  
Direct Mail  
Outdoor  
etc.*



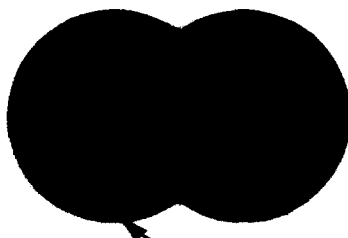
### WOIO and WJAB competed head-on for:

- early morning children and children's advertisers
- off-network morning viewers and advertisers
- afternoon children and children's advertisers
- off-network youth-oriented early fringe viewers and advertisers
- off-network youth-oriented prime access viewers and advertisers (neither station bound by PTAR regulations)
- teen and youth-oriented prime-time viewers and advertisers
- off-network or syndicated late fringe viewers and advertisers

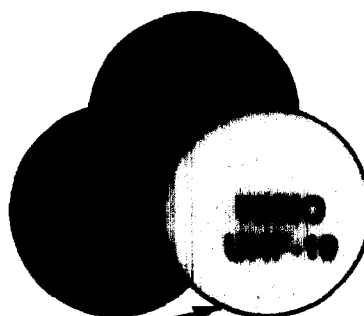
### WKYC, WEWS and WJW competed head-on for:

- network morning news viewers and advertisers
- network daytime soap viewers and advertisers
- afternoon talk-show viewers and advertisers
- network and local evening news viewers and advertisers
- first run adult-oriented prime access viewers and advertisers (all three stations are bound by PTAR regulations)
- network adult-oriented prime time viewers and advertisers
- 11pm news viewers and advertisers
- network late fringe viewers and advertisers
- network weekend news-magazine viewers and advertisers

## Post CBS-Fox Affiliation Switch



*All other  
competing  
advertising:  
Cable  
Other TV  
Newspaper  
Radio  
Direct Mail  
Outdoor  
etc.*



### WJW and WJAB will compete head-on for:

- off-network morning viewers and advertisers
- off-network non-soap afternoon viewers and advertisers
- off-network youth-oriented prime access viewers and advertisers (neither station will be bound by PTAR regulations)
- teen and youth-oriented prime-time viewers and advertisers
- 10pm news viewers and advertisers
- off-network or syndicated late fringe viewers and advertisers

### WKYC, WEWS and WOIO will compete head-on for:

- network morning news viewers and advertisers
- network daytime soap viewers and advertisers
- network and local evening news viewers and advertisers
- first run adult-oriented prime access viewers and advertisers (all three stations will be bound by PTAR regulations)
- network adult-oriented prime time viewers and advertisers
- 11pm news viewers and advertisers
- network late fringe viewers and advertisers
- network weekend news-magazine viewers and advertisers

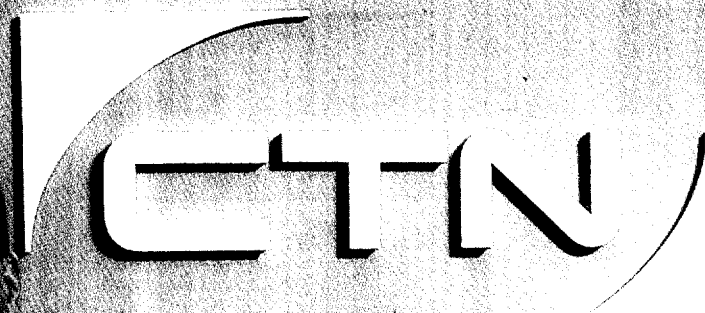


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*The world of media, print, visual and audio opens doors to the occurrences and developments around the globe. Without the technological advances in communications many would be left uninformed. Kaleidoscope takes this issue to applaud the efforts of those African Americans in the forefront and behind the scenes of Cleveland's radio stations, television networks, magazines, and newspapers.*

*Welcome to our 3rd Annual Media Issue.*

# More Than Just a Handsome Face Behind the Anchor Desk

*Precise, sensitive, analytical, with a great sense of humor, best describes Cleveland's newest television news anchor. Emmett Miller, co-anchor of 19 News at 6 and 11PM, is no stranger in introducing new and innovative programs to television.*

By Rose Marie Jones

**H**AVING WORKED IN THE BROADCAST INDUSTRY FOR eight years, Emmett Miller helped establish "News for Kids Chicago Style," which won the Illinois Broadcasters Award, the highly acclaimed weekend morning news program at WMAQ Chicago, and the TBS Cable Network program "Earthbeat" in Atlanta, Georgia.

Working in the media industry was not Emmett's first choice. While attending the University of California, Santa Cruz, he earned his Bachelor of Arts degree in linguistics. "I always loved languages and thought I'd go into something like interpretation or translation and it really was quite by accident that I got into broadcasting," he said. It was a friend who first introduced him to the media industry. "A friend of mine who worked at a small cable station needed to cover a race and I was doing sports at the time, bike

racing and triathlon races. He needed to cover the Santa Cruz Sentinel Triathlon race that was coming to town. He asked me if I would help him cover the race and I said, 'Sure, I'd be glad to,' so I told him who to look for and where to put the camera and so forth," he said. After he and his friend finished taping the race, the post editing work had to be done. "As people in the industry know, it always takes a lot of time to do things like that. You always have so much on your plate you like to pass the work off...so he asked me if I'd look through the tapes and find the best shots, which I did. As we sat there, he taught me how to do all the technical stuff," Miller said. After they completed editing the tape, his friend asked him if he would co-commentate with him. As they worked in the editing booth Miller did the color commentary play-by-play. "It was terrific! We put music to it and did this huge



**Richard Gibson, Jr.**  
Corporate Attorney, Ulmer & Berne

nally practiced in the Motherland. She shares how the Africans' constant greetings of "Welcome Home Sister" encouraged a sense of family and union and fostered a feeling of pride.

So where will she go from here? With a laugh she says, "I don't know...whatever happens! I just want to take my gifts and talents higher."

Actually, this single woman has hopes of becoming an entrepreneur. Now if you want to know exactly what, that's a whole other story entirely.

Ms. Rucker is a member of the National Black MBA Association, National Association of Black Journalists, and Toastmasters International.

—Cynthia L. Gilchrist

**Richard Gibson, Jr.**  
Corporate Attorney, Ulmer & Berne

**T**HIS NATIVE CLEVELANDER TRAVELED THE WORLD TO gain many experiences before settling back at home. Richard Gibson's quest for knowledge and life's offerings began as a ninth grader at Choate Rosemary Hall in Wallingford, MA. Yes, that's right, boarding school. "It was intellectually stimulating and socially challenging," Gibson said about his first immersion into "majority culture." He went from an entirely African American community to one that was approximately only 30% black.

From there Gibson traveled to New Haven, CT, where he received his B.A. in history from Yale University. He described Yale as "progressive, diverse, perfect for that stage of my life," and found it satisfying to be around so many talented individuals. He contributed to the talent as vice president for the black student organization at Yale, by pledging member-

ship in Alpha Phi Alpha Fraternity, Inc., by studying abroad in Italy (yes, he's fluent in Italian), and by obtaining a teaching certificate so he could share his talent with other young people.

And share he did. When Gibson left Yale, he moved to Hawaii, where he taught high school history (including a class he developed on contemporary issues) and coached football and basketball. His summers were spent in even more challenging roles as he taught English in Taiwan, worked at Columbia Pictures in LA and, after deciding that he would pursue law as a career, at the Attorney General's office in Hawaii. He admits that his travel to Taiwan was most difficult because he couldn't read the Chinese characters, but he could speak enough of the language to get by.

In coming back to Case Western Reserve University for law school, Gibson brought with him an undying commitment to the community. He currently sits on six boards: Cleveland Heights/University Heights Library, the Children's Museum, Cleveland Tenant's Association, African American Archives Auxiliary, Juvenile Court Advisory Board, and the Citizen's Advisory Commission of Cleveland Heights, where he advises city council about block grant funding.

Gibson is very active in his church. Success to him revolves around spirituality and being saved, "not by the money I make or the positions I hold, those are secondary." He is a member of Liberty Hill Baptist Church and is president of The Brotherhood, a group of Christian men who have taken responsibility for scholarships, beautification of the church, a youth basketball program and a program to feed the hungry.



**Kenneth R. Callahan, II, Special Agent**  
Federal Bureau of Investigation

Besides being a corporate attorney for Ulmer & Berne, Gibson has been married three years to Angela, a medical student. They have an infant son, Richard III.

—Celeste Yvonne Glasgow

**Kenneth R. Callahan, II, Special Agent**  
Federal Bureau of Investigation

**W**HEN I THINK OF THE FBI, THE FIRST thing that comes to mind is the squad that makes the big, dramatic crime busts we see on television. From talking with Special Agent Ken Callahan, however, I learned that my perception of this government agency—which is shared by a majority of the population—is quite limited.

One of Callahan's major roles is that of recruiter. He coordinates all recruiting efforts for the Cleveland office, which covers the northern half of Ohio, Columbus to Cleveland, and from Toledo to Youngstown. And, since Cleveland is a Regional Assessment Center, there are 13 other divisions that send applicants to him for interviews. At the moment there are 56 field offices that employ 10,000 special agents, only approximately 5% of whom are African Americans. Callahan is committed to seeing that number rise.

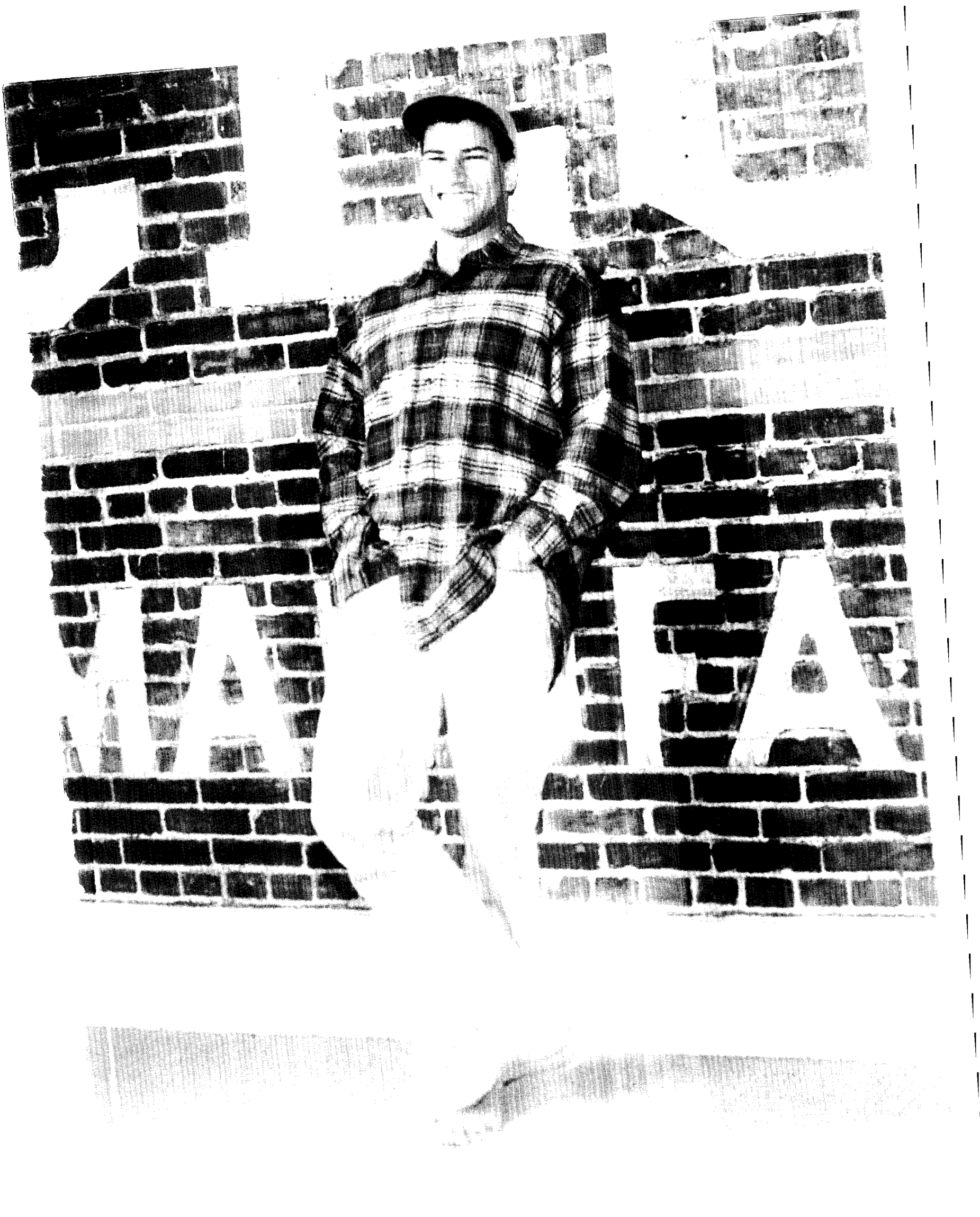
Callahan states that applying to be a special agent was a natural progression for him. The son of a law professor and a public school administrator, he had no question about whether or not he could or would go to college. He chose Wittenberg University, his father's alma mater. "It was not an easy life," said Callahan, "but I survived it, and I'm proud of what I accomplished there."

Living proof that you don't need a law degree or a concentration in criminal justice, Callahan focused his undergraduate studies on history and philosophy. "The FBI hires from all academic disciplines. We're more than a law enforcement agency; we are an investigative agency. There's a difference. Everyone has something to offer the organization."

"I love my job. I couldn't see myself doing anything else, nor could I see myself being happy doing anything else. Very few agents leave to pursue other careers. Those who do usually end up coming back. We become wedded to the ideology of the organization, and you can't find that anywhere else."

"We work hard, and we play hard." When Callahan has the opportunity to play, he sails. He has been sailing since the age of 14. He has also been married for four years. And yes, she was part of the Bureau, too, until their daughter was born about a year ago.

—Celeste Yvonne Glasgow



extravaganza and the news director loved it and said, 'Hey listen, why don't you stay on? Why don't you do that for us?' So I said 'Umm' maybe I've found my niche." So eight years later...here I am," said Miller.

The field of law was another career choice Miller seriously considered. He sees a lot of similarities between broadcasting and law. "Finding an argument and working with logic theory had always interested me. Much the same way news reporting entails building a story, telling the story, going from fact to fact and stringing them together into a coherent stream that guides it to the listeners. In linguistics you study the structure of language, finding the building blocks that are similar or different in each language." As Miller explained, "The relationship between broadcasting and linguistics is the ability to creatively put together and visualize stories and be able to tell them."

Miller's other accomplishments include weekend anchor/reporter and public affairs host for WAVY-TV in Norfolk, Virginia. While working as 6:00 and 10:00PM news anchor on WLBT-TV in Jackson, Mississippi, he won two first-place awards for investigative reporting. A major accomplishment was reporting on a story that exposed corruption in the Jackson city housing and urban development department. "There was a check writing scandal that was going on. Money was released for projects that weren't being done. So money for city permits were going into hands that weren't putting it to proper use. I was doing a story on slum housing when I began to investigate some of the landlords. I found that some of these houses were not supposed to be slum houses. There was work that was supposed to go into them. Then I found out, by looking at public records, these guys had actually had money released and it was released prior to the work having been done. As soon as the mayor's office saw the report, they shut-down the whole operation," he said. One of the things that

**Our newscast is much less structured. What we want to do is have the news dictate what the structure is. There's a lot more**



**movement, it's a lot more vibrant. We try and do something that is a little bit more refreshing than what other newscasts do.**

made Miller proud about that story was he had been able to help the community get rid of the corruption in that office through his investigative report. As Miller mentioned, "It's more than sitting on the anchor desk in a bunch of different cities, more than being in Chicago and having anchored a top-rated show there more, than having been successful in the third market...being able to do an investigative report in Jackson, Mississippi that brought down the city housing and urban development department is what I feel is any big journalist achievement. This is the one where you see that your work is doing some kind of good in an over-all sense.

There are people who are benefiting from your work, because that's what we're really talking about, the people."

Although he was born in Brooklyn, New York, Miller grew up in the Bronx. When he reached age 11, he and his family left New York and moved to California settling in the San Francisco Bay area. He has a vague memory of what it was like growing up in New York. As he reflects, "Childhood memories are a strange sort of dream like flowing half painted pictures of reality." Two childhood memories that really stand out in his mind are the railroad tracks and buying bubble gum when it only cost a penny for two. As far as the violence and crime were concerned, that never affected him. "As a kid you don't see that...that's not your world. Your world is very small. It's how much more allowance do I get or what's under the Christmas tree," he said. By the time Miller's family moved to San Francisco, he became more aware of his external world and his childhood memories. His fondest memories were during his teenage years, participating in sports. "I've always been athletic in one sense or another. I was a big soccer player in high school. After that it was running races, whether doing 10Ks or marathons. So

Continued on page 51

# WOIO-TV 19 & WUAB-TV 43

*"When I came in, the whole industry was a challenge. They weren't hiring many black people. Just getting a job was a major challenge."*

—George Yarbrough

## GEORGE YARBROUGH ASSIGNMENT MANAGER

Assignment Manager, George Yarbrough, 52, must answer hundreds of phone calls, listen to scanners and sift through tons of faxes, all in an attempt to gather news for the WOIO/WUAB news team. With his 26 years of reporting experience in Cleveland, Yarbrough has developed many contacts in the broadcasting business, and can provide reporters with a list of sources to call as they're putting on their coats to run after a story. Other times, he can make a quiet comment that in its subtlety gives reporters a new spin on a story.

Since the seventh grade, Yarbrough always knew he wanted a career in the broadcasting industry. His dream was delayed when he was drafted to the army. After returning, he studied broadcasting at Career Academy in Milwaukee, Wisconsin. It consisted of a six month training program with an extensive job placement center.

Yarbrough discovered it was very difficult for a black person to break into the field of broadcasting. "When I came in, the whole industry was a challenge. They weren't hiring many black people. Just getting a job was a major challenge. The few stations that did hire blacks already had one and weren't bringing on anymore." His first break came when the career academy placement center sent out his tape. A few months after school, the first person that called for an interview, hired him.

Yarbrough was thin faced with the second

challenge of his career, "Once you got the job, the challenge continued in seeing if you could actually keep that job. How long could you stay in that position, before you were booted out?"

Well, Yarbrough survived. He began his career here in Cleveland as a disc jockey in 1967. He then decided that "he didn't want to play records for the rest of his life" and switched from music to news.

Throughout his career, Yarbrough worked for a total of seven radio stations, most recently he was News Anchor and General Assignment Reporter at WGAR-FM. His experience in Cleveland radio also includes anchoring, reporting, sports reporting and assignment editing at WWWE-AM, WJW-FM and WJMO-AM.

It was in November of 1994, that he made the transition from radio to television. When WOIO/WUAB began to recruit, it opened the door for him, because a lot of positions became available. His advice to anyone contemplating a career in broadcasting is to go to school and get the academic experience. "On-the-job training is good and valuable but I don't believe anything is better than academic training. I believe that I would



George Yarbrough.

have advanced faster with a formal academic education. Other people got ahead of me because I didn't have a degree. I've seen a lot of people just pass me by. I know that's what the problem was. I just didn't have a degree and it took longer to get there," he said.

To make up for not having that acade-

by Felesia McDonald

Continued on page 51

## BLACKS IN THE MEDIA

CNN/Headline News in Atlanta, Georgia as a writer and voice-over artist, while simultaneously continuing his work in radio.

Harris' first on-camera job was in Waco, Texas as a reporter. He then worked in Dallas, Texas; Austin, Texas; and Dayton, Ohio at WDTN-TV Channel 2.

There are two things Harris likes about his job: "I like the fact that I don't have to sit behind a desk, and I get to meet a lot of different people."

His genuine love for people is evident by the many who continue to keep in touch with him long after his coverage of their stories end.

Harris was born in Cleveland, but moved to Atlanta, Georgia at the age of five. He visited Cleveland throughout the years and has watched the city change.

"It's come a long way," he says, "and I'm really glad to be here. I've received a very warm acceptance from city officials."

Rey Harris, an eastsider, is 30 years old and single. ♦



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**Emmett Miller, continued from page 14**

the fondest memories were sports because it was something that you had to work at and build along the way. You train for it, prepare for it physically, mentally, and even spiritually... then comes that single day of reckoning when all the hard work is put forth. It's very similar to what we do here at the station. We work and build stories and write them and put the camera shots together. We decide what we're going to do and then in that 30 minute time slot... that's the race... that's the game the final moment of reckoning," Miller said. Working on 19 News is another big challenge for Miller who is no stranger when it comes to launching and establishing new or different program formats for television. One of the most refreshing aspects about 19 News is the anchors don't stay glued to the anchor desk. During commercial or station breaks, a camera pans the entire newsroom and you not only see the anchors but the entire news staff working which gives a very team-oriented feel to the news program. Miller sees working on 19 News at two different levels. "The first level is what everyone sees. Our newscast is much less structured. What we want to do is have the news dictate what the structure is. For instance if there is a fire and someone runs in with a tape, we want to be able to join them inside the tape editing room. There's a lot more movement, it's a lot more vibrant. We try and do something that is a little bit more refreshing than what other newscasts do. Instead of sitting at a long desk, we get up and visit the reporters. We just don't sit in a chair, we have feet, we have legs and we have hands and we can move. We don't mind demonstrating things on the air," he said. Miller talks about working closely with his colleagues who, like himself, are bringing years of experience to the news room. He also talks about the importance of the responsibility that they have toward the viewers of Cleveland. As he said, "19 News contains a group of people who care about what happens in Cleveland,

what happens in the community. From the managers right down to the reporters, these are people who are all working toward the common goal of making life better here in Cleveland for everyone. I think when you gather people together who want to do that...there is a certain quality that comes out, and we certainly hope that shows on the air." Miller continues, "We also have a great responsibility to everyone out there. We have to realize that every time we go on air we're broadcasting to hundreds of thousands of people so that, in itself, is a responsibility. So, what we put on the air, the level of morals and ethics we demonstrate are going to be soaked up by the public at large. We've got to understand that it is more than going on TV and giving the news, it's a responsibility. We are the harbingers of the new day...as it were...people look at us in the evening and say, 'my gosh, is my life going to be ok?' what we've got to do as people who care is show that we care. If there's any time to do, it's when you're up there on the set."

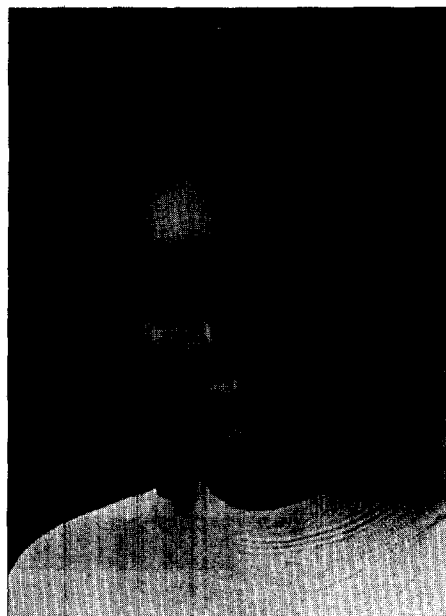
Miller addressed the question of how he felt minorities are progressing in the media industry, especially broadcasting. "I think the more the African American public feels that it has a voice it's able to say to television stations or any broadcast facility, we demand that we are represented in the same capacity as every other race. We demand that we're represented the same way. It will then become better for minorities on the air."

Miller is single and lives in the city of Cleveland. He finds Clevelanders to be very warm and friendly. His favorite hobbies are weight lifting, bike racing, mountain biking and running. When he wants to relax and unwind he enjoys reading a good book and playing his guitar. He is reading *Race and Culture* by Thomas Sowell, an African American author who is a fellow at the Hoover Institute at Stanford University in California. The book focuses on how the races have evolved and the way we look at race in America.

We welcome Emmett Miller to Cleveland and wish him and his colleagues at 19 News much success. ♦

**WOIO/WUAB, continued from page 24**

mic experience, Yarbrough attends classes on a part-time basis. His areas of study are English, history, literature, and the arts, anything that will enhance his career in broadcasting. He is also a member of Blacks in Communications, Black Media Works of Cleveland and the National Association of Black Journalists. He and his wife Mary, of 26 years, have one son, Marcus, and are both highly active in his church and community.



**Allison Hunter.**

**ALLISON HUNTER  
PRODUCER "19 NEWS"**


Raised in Peekskill, New York, Allison Hunter keeps coming back to Ohio. A graduate of the Ohio University School of Journalism, Hunter worked at WDTN-TV in Dayton where she "grew up in the newsroom," working a variety of jobs there. She helped to launch the highly successful "10 O'Clock News" at Malrite's WXIX in Cincinnati, where she was a producer.

Hunter thrives on local, national and international news and politics, but admits that she has "a quirky sense of humor, so I like to do some fun stories at times." Hunter certainly will deliver on her promise. She creates interesting, lively spins on stories and gives broadcasts a quality of being new every night.

Hunter recently moved to Cleveland from Cincinnati. ♦



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much too dull. Science just didn't hold his curiosity. He wanted to write. He then transferred from MIT to the University of North Carolina at Chapel Hill, where he graduated Cum Laude with a B.A. in Journalism.

Says Washington, "Journalism has allowed me to expand my humanities interest, to write about science, the environment and criminal courts." He tries to keep in focus that as a journalist, he has the power to educate and encourage people. "A good deal of my journalistic effort is spent helping young minority males realize they are more than just flocks on the edge of society."

A former teacher at the high school and junior high level, he had also taught a reporting class at the University of South Florida. Having grown up in the south, Washington has a particular interest in the Civil War and has been very involved in educating children about it. He has led them in debates and has also appeared on television in an effort to increase black involvement and education on Civil War efforts.

Education has always been a major factor in his life. He was raised by his father and mother, both lawyers. His father instilled in him the belief that the foundation for a child is set between the ages of one and three.

An example of his father's influence is when it was time to collect allowance money, he and his twin brother Kenneth, had to write book reports. "It set the foundation that the ability to write is a necessity in life."

Married to Tanara Bowie for seven months, the ultimate goal for Washington is to teach at the college level. ♦

52

APRIL/MAY, 1995



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